



Memorandum

TO: Mayor and City Council

FROM: Bob Morgan, Interim City Manager
Bob Morgan

DATE: June 18, 2009

SUBJECT: IFYI

IFYI HIGHLIGHTS

- "Cruise Responsibly" Campaign for SuperJam
- Downtown Greenway
- Update: Grasshoppers Game
- E.H. Glass Landfill Research

"Cruise Responsibly" Campaign for SuperJam Concert

The Coliseum has engaged in a two-month long public relations campaign related to the SuperJam Concert, which is scheduled for Friday, June 19. The concert is scheduled for 7:30 PM and doors will open at approximately 6:00 p.m.

The "Cruise Responsibly" public relations campaign includes the following elements:

- The Coliseum has posted information, branded with the "cruise responsibly" slogan, on the home page of its website, its outdoor marquees and in SuperJam related advertising.
- Radio station 102JAMZ had made on-air announcements, and sent out e-blasts to its database, encouraging concert attendees to "cruise responsibly."
- Coliseum Director Matt Brown did a live, half-hour in-studio interview with 102 JAMZ's Amos Quick on Sunday, June 14th focusing on the importance of appropriate post-concert behavior.
- On the night of the show, 102 JAMZ personalities will be making announcements from the stage reminding concertgoers to act appropriately following the event.
- Letter to merchants (*see attached*) have been distributed via e-mail, as well as hand delivered, to merchants along High Point Road/Lee Street from Elm Street to Holden Road.
- Traffic Alert (*see attached*) was sent to local media on Wednesday, 6/ 17/09.
- A comprehensive traffic management and clean-up plan along HP Road/Lee Street and the surrounding neighborhoods will be in effect.
- High Point Road merchants have been provided with a special phone # to contact GPD on the night of the show for any SuperJam related issue.

Downtown Greenway

Council Member Perkins requested staff provide a white paper on the specifics of the Greenway project prior to the June 22 Council Work Session. See *attached memo*.

Attendance at June 15th Grasshoppers Game

Five hundred and three (503) city employees and their guests enjoyed the Grasshoppers' double-header on June 15th.

E.H. Glass Landfill Research

Per the council's request, correspondence has been sent to the NC Department of Environment and Natural and the Guilford County Health Department asking for their respective assistance with research associated with the Glass Landfill. Attached are copies of the correspondence sent to Dexter Matthews, DENR and Merle Green, Guilford County.



**CRUISE
RESPONSIBLY®
SUPERJAM**

Dear Coliseum Neighbor,

The annual SUPERJAM concert will take place at Greensboro Coliseum on Friday, June 19. The concert is scheduled for 7:30 PM and doors will open at approximately 6:00 p.m.

This event continues to be one of the most popular hip-hop concerts in the country, with annual attendance averaging over 16,000. Many of the tickets were purchased by people from outside of the Triad and a great number of out-of-town visitors are expected to visit Greensboro over the weekend. They will be staying in area hotels, eating in nearby restaurants and patronizing local merchants.

Please be aware that over the past year Coliseum staff has been working closely with the Greensboro Police Department (GPD), the Greensboro Department of Transportation (GDOT), the event's radio station sponsor (102 JAMZ) and other agencies to plan for this event.

In anticipation of a high volume of traffic surrounding the Coliseum, GDOT and GPD will be instituting traffic management systems along High Point Road beginning at approximately 5:00 p.m. to provide patrons with a speedy entrance to the facility.

Throughout the concert, 102 JAMZ radio personalities will be making announcements from the stage to encourage concert goers that if they should choose to "cruise" High Point Road following the show, they need to "cruise responsibly". These announcements are part of a two-month public relations campaign we have undertaken with 102 JAMZ to promote responsible post-concert behavior among attendees. Other facets of the campaign have included on-air public service announcements and interviews, banners on both the Coliseum and radio station's websites, e-mail blasts to ticketholders and post-concert distribution of hand-outs/flyers to exiting patrons.

GPD will be monitoring post-concert traffic flow and "cruising" along High Point Road from Elm Street to Holden Road as part of a comprehensive plan to ensure public safety. In addition to post-concert trash pick up on Coliseum grounds, Coliseum staff will assist with cleanup in adjacent areas and City of Greensboro Field Operations will assist with trash pick up along High Point Road to Holden road, including Patterson Street, Coliseum Boulevard and east on Lee Street. Additionally, dozens of portable restrooms and trash and recycling receptacles will be placed in the Coliseum parking lot to provide concert-goers with appropriate on-site facilities.

The Greensboro Coliseum Complex places a great deal of emphasis on pre-event planning to ensure our events run as smoothly as possible and we continue to make every effort to attempt to be a "good neighbor." Please feel free to contact me at the number below if you have any questions regarding this event. Thank you for your time.

Sincerely,

Andrew Brown
Public Relations Manager, Greensboro Coliseum Complex
Phone: (336) 373-7456
andrew.brown@greensboro-nc.gov



**CRUISE
RESPONSIBLY@
SUPERJAM**

*For Immediate Release
Contact: Andrew Brown (336) 373-7456
Public Relations Manager, Greensboro Coliseum Complex*

*****TRAFFIC ALERT FOR COLISEUM AREA FOR JUNE 19*****

On Friday, June 19th, the Greensboro Coliseum Complex will host multiple events expected to draw capacity crowds, including the annual SuperJam concert beginning at 7:30 pm.

The Greensboro Coliseum Complex, Greensboro Department of Transportation and Greensboro Police Department advise all patrons to plan to arrive early, and carpooling is strongly encouraged. Additionally, the GPD will be managing major intersections in the vicinity of the Coliseum and variable messaging systems will be deployed to advise motorists with parking and traffic information.

GPD will be monitoring post-concert traffic flow and "cruising" along High Point Road from Elm Street to Holden Road as part of a comprehensive plan to ensure public safety. In addition to post-concert trash pick up on Coliseum grounds, Coliseum staff will assist with cleanup in adjacent areas, and City of Greensboro Field Operations will assist with trash pick up along High Point Road to Holden Road, including Patterson Street, Coliseum Boulevard, Florida Street and along East Lee Street.

The Greensboro Coliseum will offer a "parents room" for those who would like to wait for their children attending the SuperJam concert. The room will be located in Meeting Room 7 in the Special Events Center and will open at 6:00 pm. Admission to the "parents room" is free.

For additional event and ticket information please go to www.greensborocoliseum.com.

EVENT SCHEDULE

Friday, June 19

	<u>Time</u>	<u>Venue</u>
UniverSoul Circus	10:30 am & 7:30 pm	Coliseum Parking Lot
102 JAMZ Block Party	3:00 pm	Pavilion
ECPI Graduation	7:00 pm	War Memorial Auditorium
SuperJam	7:30 pm	Greensboro Coliseum

-END-

Date: June 18, 2009

To: Andy Scott, Interim Assistant City Manager

From: Stephen Carter, Budget and Management Analyst

Subject: Accelerating Downtown Greenway Project

Based on the information that I have received from Transportation, approximately \$2 million of the \$7 million in bond funds approved for the Downtown Greenway can be accelerated to FY 09-10. These funds would be spent as follows:

7/1/09 to 12/31/09 - \$280,000 for 25% design of Phase II (Lee Street to Eugene Street)
 1/1/10 to 6/30/10 - \$600,000 to complete the design of Phase II
 7/1/09 to 6/30/10 - \$650,000 for construction of Phase IA
 7/1/09 to 6/30/10 - \$470,000 for construction of Phase IB

Transportation estimates that the design work that would allow the expenditure of funds in excess of the \$2 million identified above will not be completed prior to the bond sell planned for Fall of 2010. If this design work is completed sooner than estimated, it may be possible to issue additional bond anticipation notes to further accelerate the project.

In addition to City bond funds, Action Greensboro reports that approximately \$2.1 million in private funding will be available for the greenway. Of this \$2.1 million, approximately \$1.3 million are programmed as follows:

	7/1/2009 - 12/31/2009	1/1/2010 - 6/30/2010	Total FY 09-10
<u>Uses of Funds</u>			
Professional Consulting	\$ 60,000	\$ 93,000	\$ 153,000
Path Construction	\$ 44,298	\$ -	\$ 44,298
Irrigation	\$ -	\$ -	\$ -
Kiosks	\$ -	\$ -	\$ -
Trash receptacles	\$ 3,000	\$ 5,000	\$ 8,000
Artist Benches	\$ 3,000	\$ 10,000	\$ 13,000
Bollards	\$ 1,000	\$ 2,000	\$ 3,000
Benches	\$ 8,000	\$ 14,000	\$ 22,000
Bike Racks and Pads	\$ 8,000	\$ 8,000	\$ 16,000
Lighting	\$ 18,224	\$ 71,000	\$ 89,224
Way finding signs	\$ 25,000	\$ 40,000	\$ 65,000
Special Markers	\$ 25,000	\$ 50,000	\$ 75,000
Trees & landscaping	\$ 114,737	\$ 215,000	\$ 329,737
Cornerstone	\$ 160,000	\$ -	\$ 160,000
Contingency and Miscellaneous	\$ -	\$ 88,000	\$ 88,000
Action Greensboro Operations	\$ 45,000	\$ 47,500	\$ 92,500
Education & Communications	\$ 87,500	\$ 57,500	\$ 145,000
Total Uses	\$ 602,759	\$ 701,000	\$ 1,303,759



June 18, 2009

Merle C. Green, Director
Ken Carter, Assistant Health Director
Guilford County Public Health
1203 Maple Street
Greensboro, NC 27405

Dear Madam and Sir:

On Tuesday, June 16, 2009, the City of Greensboro City Council directed staff to request assistance from the Guilford County Public Health Department. The City of Greensboro is fulfilling this request by issuing this correspondence to your attention.

Some members of the Greensboro City Council have recently become aware of the E.H. Glass Landfill located on Nealtown Road. This property historically operated as an unpermitted disposal facility. Hence its closure, the property has been listed on the North Carolina Department of Environment and Natural Resources – Inactive Hazardous Waste List. Due to recently raised concerns, the Greensboro City Council is interested in assessing the health effects reported related to disposal activities within and around the neighboring community.

The City of Greensboro respectfully requests that the Guilford County Public Health Department complete a health assessment survey in this area. Please feel free to contact Jeryl W. Covington with the City's Environmental Services Department at 373-2787 if additional information is needed. We appreciate your addressing this issue as expeditiously as possible.

Very truly yours,

Robert Morgan
Interim City Manager

cc: Andrew Scott, Acting Assistant City Manager for Economic Development
Jeryl W. Covington, Environmental Services Department

City of Greensboro
North Carolina

Office of City Attorney

June 17, 2009

Dexter R. Matthews, Director
N C Department of Environment and Natural Resources
Division of Waste Management
1646 Mail Service Center
Raleigh, NC 27699-1646

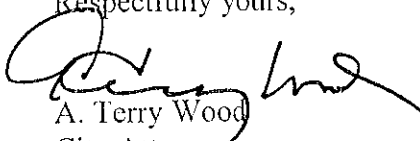
Re: E. H. Glass County Landfill
1103 Nealtown Road
Greensboro, Guilford County, NC
NCD 980 557 607

Dear Mr. Matthews:

At last night's Regular City Council Meeting the Greensboro City Council voted to request that the Division of Waste Management complete an assessment on the Glass Landfill (NCD 980 557 607) in Guilford County. The City is hereby formally making that request.

The reason for this request is that health concerns have been raised by surrounding neighbors and there has been some residential development on, or near, the site. If you have questions, or need further information from the City, please contact the undersigned or Ms. Jeri Covington, Greensboro Director of Environmental Services, 336-373-2787.

Respectfully yours,



A. Terry Wood
City Attorney

Cc: Charlotte Jesneck, Branch Head
Greensboro Mayor and City Council
Interim City Manager
Assistant City Manager
Ken Carter, Guilford County Assistant Health Director